

Microsoft Word Bonus Activity

You have been hired by a local business to help promote the company in the Fredericton area. This activity will require you to think creatively and produce several documents in order to complete your task. Please read the following very carefully as it will provide you with the information you will need.

Company Name: Not For Keeps

Company Contact Information:

Jim and Jan Ready
1278 Cartington Lane
Fredericton, New Brunswick
E3A 4Y7
Tel : 506-458-7813
Fax: 506-444-8080
Email: 4yourkidz@nb.sympatico.ca

Company Background: *Not For Keeps* is a new company founded by two Frederictonians who are returning to the area after living in Toronto with their 5 children. The idea for this company came from friends in Toronto who were constantly looking to borrow the larger toys the family had purchased for their own children. The Ready's had invested in purchases such as rocking horses, sand boxes, mini-pools, electric vehicles, trikes and an assortment of manipulative toys. The family shared the toys with their friends on the condition they be returned to them in a newly used condition. It was amazing after three years how much their friends depended on the Ready's to supply them with the borrowed toys.

When the family was being transferred to Fredericton, their friends were upset because they were losing their friends as well as an excellent source for borrowing toys. On the day the family was preparing to leave on their long drive to Fredericton, a group of friends shared what was to become the foundation of the company. Why not open a business where parents or grandparents could come in and rent the larger more expensive toys which children quickly outgrow? On their way to Fredericton, Jim and Jan Ready devised their business plan.

As a result, *Not For Keeps* will open for business in the coming months here in Fredericton. Customers will be able to rent the larger more expensive toys for a daily, weekly or monthly charge. The terms of the rental are such that toys rented from *Not For Keeps* will need to be returned in nearly new condition in so that the toys can be rented out many more times. Some of the inventory the company has in stock include Barbie Jeep, GI Joe Tent Camper, Big Jim Motor Trike, Little Tikes Ball Pit, Little Tikes Pic-nic Tables, and an assortment of outdoor play toys such as Rubber Maid Teeter-totters, Little Miss Slide and Sand Box, and various Winter Sleds and child carrying products made for transporting children through snow.

You have been asked to create the following for *Not For Keeps*:
(*These will all be separate documents. Makes sure you save your files in the appropriate folder*)

Business Card: Create a business card which can be passed out to possible customers. The card must be 3inches X 5inches, have the company name and contact information, and at least one clip art that is appropriate.

Business Letterhead: The letterhead is used when the business sends memos or letters to companies and customers. A letterhead should always include the name of the business as well contact information.

Business Advertisement: Create an advertisement to promote the grand opening of the store *Not For Keeps*. Make sure not to clutter your work space and remember what valuable information you should include on the advertisement. You should create a colourful ad with at least two clip art and the use of one word art. The rest is up to you!

Business Logo: The company logo is one of the most important parts of business. Logos for Pepsi and Coke are some of the most recognizable logos known to us. Create a logo that will represent *Not For Keeps*. Remember, some logos don't have any text involved with it...but not all. Use your imagination and the tools available to you.